



*PROMOTE YOUR COMPANY'S PRODUCTS AND SERVICES TO
OVER 859,000 CONSUMERS
AT INDIANA'S LARGEST MULTI-DAY EVENT!*

2009 SPONSORSHIP OPPORTUNITIES "MENU"

The Indiana State Fair and Live Nation invite companies and organizations to participate as Sponsors of the **17-day 2009 Indiana State Fair, August 7th – 23rd** in Indianapolis.

- *Promote products and services to a statewide consumer audience.*
- *Create pre-Fair traffic-building consumer promotions statewide.*
- *Create on-site turn-key or interactive consumer promotions.*
- *Create post-Fair consumer incentives to build customer base.*
- *Enhance company's statewide branding & marketing efforts.*

All Sponsorship Packages include:

- *On-site booth space*
- *Indiana State Fair web site listing with link to sponsor's home page*
- *Inclusion in 600,000 Fair programs*
- *Hospitality package with admission tickets and more!*

This Sponsorship "Menu" includes an overview of the sponsorship-marketing opportunities available. The Indiana State Fair and Live Nation are also flexible in creating new Sponsorship programs that best meet Sponsors' community marketing goals. For more detailed information contact DebbieDreiband@livenation.com or call Debbie at (317) 249-2726.



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SPONSORSHIP



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“DAY” SPONSOR

- Reach a potential of 50,000 to over 100,000 people on one day at the Indiana State Fair.
- Receive extensive exposure by “branding” a day at the Fair and create unique promotions for Fair Guests with interactive face-to-face consumer promotions, **on-site marketing and sales opportunities**.
- **Exclusive opportunity to create gate promotions to enhance the Sponsor’s statewide marketing, sales and branding efforts.**
- Enhance marketing efforts with pre-Fair and post-Fair **drive-to-retail promotions**.
- Provide **1,000 branded T-shirts** for all Fair gates and parking personnel to wear on the Sponsor’s **“Day”**.



SHUTTLES TITLE SPONSOR

- The title Sponsors of the most popular mobile promotion at the Fair receive **extensive visibility** all 17 days of the Fair with 16-foot “mobile signage” produced by the Fair.
- Each of the nine shuttle units have three (3) cars making for a total of six (6) 16-foot signs per shuttle.
- The shuttles title Sponsors may **provide non-paper promotional items** for the **shuttle staff to distribute** to all shuttle guests.





LUCAS OIL DEMOLITION DERBY & FIREWORKS SHOW RETAIL DISTRIBUTION SPONSOR

- Back by popular demand, **the Fair will end with a *bang*** –the Lucas Oil Demolition Derby and Fireworks Show is **free to all guests with a voucher** on Sunday, August 23rd.
- **Create a drive-to-retail promotion** for consumers to pick-up FREE show vouchers at your statewide retail locations.
- The Retail Distribution Sponsor of this show will be included in paid media promotions – including a **live radio remote** at one of its stores - and on-site interactive branding and consumer promotions.



TIMBERWORKS LUMBERJACK SHOW

Back by popular demand, the Timberworks Lumberjack Show will be back at the 2009 Indiana State Fair with **three fun and interactive shows each day**. Opportunity to promote products/services at this unique and exciting venue.

- Opportunity to distribute promotional items to all show guests.
- The sponsor will be Included in all media promoting this exciting event.





WALK TUNNELS SPONSOR

- Sponsor the four (4) Walk Tunnels at the Indiana State Fair.
- Promote brand/product by providing **unique illuminated signage** inside the 4 walk tunnels.
- Branded signage outside each of the 4 walk tunnels on existing directional signage will be provided.



Example of an illuminated sign at the Fair that can be created for the Walk Tunnels.

Locations of the four (4) walk tunnels.

INDIANA STATE FAIR TICKET VENUES SPONSOR

- The Ticket Venues Sponsor will receive **prominent signage during the Fair and year-round** at both the Hoosier Lottery Grandstand Ticket Office and 38th Street Ticket Office as well as the Ticket Huts located at all public entrances to the Fairgrounds.
- Create turn-key promotions that can include **promotional items distributed by the ticket office staff.**





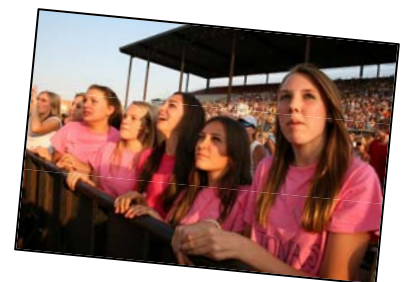
HISPANIC/LATINO MUSIC DAY PRESENTING SPONSOR

- Great opportunity for the Sponsor to **target the Spanish-speaking demographic** at this FREE event held the first Sunday of the Fair.
- Previous acts have included La Mafia, Jennifer Pena, various Mariachi bands and entertaining magicians
- An estimated **20,000 people**, both Hispanic and non-Hispanic, attend this event.



DEMI LOVATO KIDS' CONCERT: VOUCHER- RETAIL DISTRIBUTION SPONSOR

- Back by popular demand, the Fair will continue to offer a **Kid's Day Concert FREE to all fair-guests with a voucher. The 2009 act will be DEMI LOVATO.**
- Reach a **youth and parent demographic** with this sponsorship!
- Sponsor can create a **drive-to-retail promotion** for consumers to pick-up FREE Kid's Day Concert vouchers.
- The Retail Distribution Sponsor for this show will be included in **paid media promotions** that will include a **live radio remote** at one of its retail locations.





HISPANIC/LATINO MUSIC DAY PRESENTING SPONSOR

- Great opportunity for the Sponsor to **receive extensive branding** at this stage filled with FREE entertainment each day of the Fair.
- The stage will be filled with acts from all around Indiana, including everything from comics to magicians to vocalists.
- This sponsorship offers **ample signage** and **inclusion in the Official Program of the 2009 Fair**.



DISCOUNT FAIR TICKET SALES OUTLET

- Opportunity to participate as one of the Indiana State Fair's **statewide premiere retail discount admission ticket sales** outlets for the Indiana State Fair.
- Advance sales discount tickets will be sold for \$7.00 each July thru the last day of the Fair (August 23rd).
- Sponsor will be included in a minimum of **\$35,000 paid media promotions to drive traffic to its locations**.



PARKING HANG-TAG SPONSOR YEAR-ROUND

- Participate as the **exclusive Parking Ticket Back Sponsor** for both Fair and Fairgrounds events year-round.
- Create **traffic-building promotions with its ad on all the 500,000 parking Fair hang tags and Fairgrounds parking tickets** produced by the Fair.





“CELEBRATING INDIANA COMMUNITIES” PRESENTING SPONSOR

- Located inside the Toyota Expo Hall all 17 days of the Fair, the “Celebrating Indiana Communities” interactive area will highlight the various Indiana Towns and Cities.
- This new display will showcase Indiana tourism, commerce, industry, attractions and culture from counties all-around the state.
- Fair guests will have the opportunity to learn about the lesser-known treasures of Indiana.
- Sponsor will receive ample signage and display space to create free-standing or interactive consumer promotions.
- Sponsor will also be included in the Fair’s **paid media promotions to drive traffic to this location.**



INDIANA SPACE TRAVELS PRESENTING SPONSOR

- Located in the Grand Hall, “Indiana Space Travels” will focus on the history of the State of Indiana as a leader of aeronautics and space travel.
- The Indiana State Fair is partnering with the Indiana Space Grant Consortium to celebrate the numerous, often unknown, contributions the state of Indiana has made to the United States space exploration.
- 2009 is the International Year of Astronomy and the 40th Anniversary of the Moon Landing!
- Exhibit will include a Mars roving unit, replicas of a space capsule and the Hubble Telescope. The exhibit is designed to allow for a hands-on, interactive experience.
- Sponsor will receive ample signage and display space to create interactive consumer promotions.
- Sponsor will also be included in the Fair’s paid media promotions to drive traffic to this location.





HEDRICK'S RACING PIGS PRESENTING SPONSOR

- Back by popular demand, the Indiana State Fair is bringing back the Hedricks's Racing Pigs to the Riley Fun Park!
- Hedrick's Racing Pigs have been a popular State Fairs attraction around the country for decades and are sure to draw large, daily crowds.
- Professional pig callers are on hand to encourage audience participation for this fun, family oriented show.
- Hedrick's Racing Pigs will have five daily shows, each show will consist of three races.
- Sponsor will receive ample signage and promotional display space.
- Sponsor will also be included in the Fair's **paid media promotions to drive traffic to this location.**



STARS OF THE PEKING ACROBATS PRESENTING SPONSOR

- This beautifully-costumed, specially-produced, thrilling show offers great entertainment for the entire family!
- Located in the Riley Fun Park, the talented artists perform incredible acrobatic acts that will engage and astound Fair guests of any age.
- Sponsor will receive ample signage and promotional space.
- Sponsor will also be included in **paid media promotions to drive traffic to this location.**





CHEERLEADING COMPETITION TITLE SPONSOR

- The title Sponsor of the Cheerleading Competition will be part of one of the Fair's loudest events!
- Exciting opportunity for the title Sponsor to **reach a large family-oriented audience**. *The 2008 cheer competition had 865 participants representing 62 schools.*
- Receive **prominent signage** at the event site and the opportunity to present all awards to the cheer squads.
- Receive company name on all the trophies and ribbons.
- Opportunity to provide promotional items for each participant.



DANCE TEAM COMPETITION TITLE SPONSOR

- Exciting opportunity for the title Sponsor to **reach a large youth and parent audience**. Receive **prominent signage** at the event site and the opportunity to present all awards to the cheer squads.
- Receive company name on all the trophies and ribbons.
- Opportunity to provide promotional items for each participant.





YOUTH TALENT CONTEST

- **Promote** products and services to a statewide youth and parent audience.
- Approximately **250 acts**, with an **estimated participation of over 10,000 kids** performing from all over the state!



BATON TWIRLING CONTEST

- **Promote** products and services to a statewide youth and parent audience.
- **Sanctioned by the USTA and USBTA** (US Baton Twirling Association), the Indiana State Fair competition is **open to kids ages 3-21, both girls and boys**.
- The Indiana State Fair Baton Twirling Contest is an **annual tradition more than 50 years old!**
- *NOTE: The Youth Talent Contest and Baton Twirling Contest can be combined to create one overall Sponsorship package.*





INDIANA STATE FAIR or FAIRGROUNDS WEBSITE SPONSOR

Web Site Sponsors have the opportunity to create turn-key, drive-to-web-site promotions to enhance its marketing efforts by participating as a new Indiana State Fair or Fairgrounds Web Site Sponsor. Last year, the web site received **over 23 million hits**.



 MORE DAYS MORE FUN! as of 9/15/08 - LIVESTOCK						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 4-H Beef 8a-6p 4-H Horse & Pony 6p-10p 4-H & Open Dairy Goats (CP) 4-H Market Lamb, Rabbits & Swine Shows	2 4-H Beef 8a-6p Grand Drive 7p 4-H Market Lamb, Rabbits & Swine Shows	3 Open Beef & Sheep arrive Open Barrow Show 4-H Horse & Pony, Poultry Shows	4 4-H Swine arrive Open Beef 8a-noon Mule & Donkey 6p-10p Open Sheep Show 4-H Poultry Show	5 4-H Horse & Pony, Rabbits, Market Lamb, Meat Goats, Swine, Beef & Dairy Goats (CP) arrive Mule & Donkey 8a-noon Open Beef 8a-noon Open Sheep Show 4-H Poultry Show	6 4-H Horse & Pony 8a-10p Rabbit Show 4-H & Open Dairy Goat Show (CP) 4-H & Open Poultry & Beef Shows	7 4-H Beef 8a-7p 4-H Horse & Pony 2a-10p 4-H & Open Dairy Goats (CP), Meat Goat, 4-H Market Lamb, Rabbits and Swine Shows
8 4-H Beef 8a-6p 4-H Horse & Pony 6p-10p 4-H & Open Dairy Goats (CP) 4-H Market Lamb, Rabbits & Swine Shows	9 4-H Beef 8a-6p Grand Drive 7p 4-H Market Lamb, Rabbits & Swine Shows	10 Open Beef & Sheep arrive Open Barrow Show 4-H Horse & Pony, Poultry Shows	11 Open Beef 8a-noon Mule & Donkey 6p-10p Open Sheep Show 4-H Poultry Show	12 4-H Horse & Pony, Rabbits, Market Lamb, Meat Goats, Swine, Beef & Dairy Goats (CP) arrive Mule & Donkey 8a-noon Open Beef 8a-noon Open Sheep Show 4-H Poultry Show	13 4-H Horse & Pony 8a-10p Rabbit Show 4-H & Open Dairy Goat Show (CP) 4-H & Open Poultry & Beef Shows	14 4-H Beef 8a-7p 4-H Horse & Pony 2a-10p 4-H & Open Dairy Goats (CP), Meat Goat, 4-H Market Lamb, Rabbits and Swine Shows
15 4-H Beef 8a-6p 4-H Horse & Pony 6p-10p 4-H & Open Dairy Goats (CP) 4-H Market Lamb, Rabbits & Swine Shows	16 4-H Beef 8a-6p Grand Drive 7p 4-H Market Lamb, Rabbits & Swine Shows	17 Open Beef & Sheep arrive Open Barrow Show 4-H Horse & Pony, Poultry Shows	18 Open Beef 8a-noon Mule & Donkey 6p-10p Open Sheep Show 4-H Poultry Show	19 4-H Horse & Pony, Rabbits, Market Lamb, Meat Goats, Swine, Beef & Dairy Goats (CP) arrive Mule & Donkey 8a-noon Open Beef 8a-noon Open Sheep Show 4-H Poultry Show	20 4-H Horse & Pony 8a-10p Rabbit Show 4-H & Open Dairy Goat Show (CP) 4-H & Open Poultry & Beef Shows	21 4-H Beef 8a-7p 4-H Horse & Pony 2a-10p 4-H & Open Dairy Goats (CP), Meat Goat, 4-H Market Lamb, Rabbits and Swine Shows
22 4-H Beef 8a-6p 4-H Horse & Pony 6p-10p 4-H & Open Dairy Goats (CP) 4-H Market Lamb, Rabbits & Swine Shows	23 4-H Beef 8a-6p Grand Drive 7p 4-H Market Lamb, Rabbits & Swine Shows	24 Open Beef & Sheep arrive Open Barrow Show 4-H Horse & Pony, Poultry Shows	25 Open Beef 8a-noon Mule & Donkey 6p-10p Open Sheep Show 4-H Poultry Show	26 4-H Horse & Pony, Rabbits, Market Lamb, Meat Goats, Swine, Beef & Dairy Goats (CP) arrive Mule & Donkey 8a-noon Open Beef 8a-noon Open Sheep Show 4-H Poultry Show	27 4-H Horse & Pony 8a-10p Rabbit Show 4-H & Open Dairy Goat Show (CP) 4-H & Open Poultry & Beef Shows	28 4-H Beef 8a-7p 4-H Horse & Pony 2a-10p 4-H & Open Dairy Goats (CP), Meat Goat, 4-H Market Lamb, Rabbits and Swine Shows

GRAND HALL TITLE SPONSOR

- This **9,000 square-foot building** offers the sponsor **year-round signage** on a multi-purpose facility that hosts trade shows, business events and community programs year-round.
- This popular venue, located on Main Street across from the Pepsi Coliseum, is one of the **featured buildings during the Indiana State Fair**.
- This building sponsor will have the opportunity to **create a unique year-round display** in the craftsman-built shelving units located inside the south wall of the hall.





FFA PAVILION TITLE SPONSOR

- Extensive promotion and face-to-face marketing **opportunities with the youth and family demographic.**
- Enhance consumer awareness about products and services both during the Fair and year-round with the FFA statewide partnership.
- This **25,000 square foot building** has allowed the FFA to grow and continue to serve the youth of Indiana through agricultural education in a truly first-class fashion.



HOME AND FAMILY ARTS BUILDING TITLE SPONSOR

- This building serves as the popular destination for cooking, sewing, arts, photography and interactive consumer promotions.
- Create **consumer-based promotions** with product sampling, coupon distribution and/or demonstrations with the great captive audiences this building attracts each day!





DNR FISHIN' POND AND AMPHITHEATER

- The sponsor of this hugely popular, large outdoor interactive venue can **showcase its products and services to the youth and family demographic.**
- Built in 2006, this **312,000-gallon pond** holds 3,000 fish and has a popular Amphitheater for educational nature presentations.
- This venue has become a very **popular destination** among families as it allows young children to participate in a catch-and-release fishing program with the instruction of park rangers!



FALL CREEK MARQUEE SIGN SPONSOR

- Located across from the Indiana State Fairgrounds' entrance on Fall Creek Parkway, Sponsor will receive **year-round branding** on this two-sided marquee sign.
- According to the Indianapolis Department of Public Works, 47,117 vehicles travel on Fall Creek Parkway daily. Sponsor will receive year-round, two-sided signage with over **11 million potential impressions a year.**





PARKING LOTS / TRANSPORTATION TITLE SPONSOR

- Extensive branding and great turn-key opportunity.
- Naming rights to all 10 Indiana State Fair parking lots and Transportation Center.
- The Fair offers both Free and Paid parking to all Fair –guests, an estimated 1,000,000 people will attend the 2009 Fair.



MAIN STREET TITLE SPONSOR

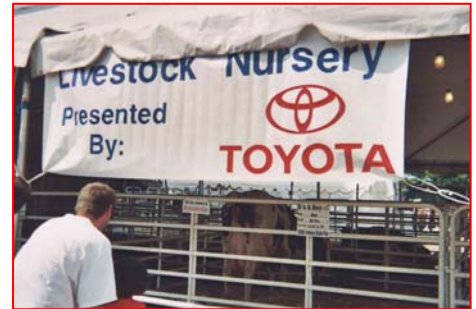
- Main Street runs right down the **heart of the Indiana State Fairgrounds**, attractions on Main Street include the Hoosier Lottery Grandstand, the Toyota Champions Pavilion, the Pepsi Coliseum, the Dairy Bar as well as concessions and sponsor promotions.
- Sponsor will receive **extensive branding opportunities** with year-round signage, inclusion on the Indiana State Fair map in approximately 600,000 programs, etc.





LIVESTOCK NURSERY

- **See a baby cow born each day of the Fair!**
- Now in its 10th year, this popular and award-winning educational venue **attracts thousands of Fair guests** young to old!
- The Livestock Nursery sponsor will have the opportunity to partner with a popular venue that offers extensive display and promotional opportunities.



The Livestock Nursery Sponsor reps will also have the opportunity to participate in the annual "Celebrity Milking Competition!"



FAMILY DINING AREA ON MAIN STREET

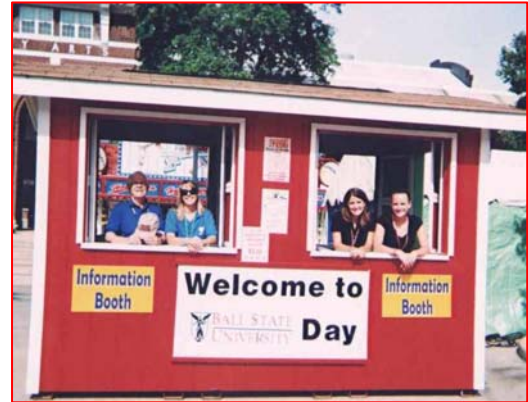
- The popular sit-down dining venue offers a **great captive audience** of all ages all 17 days of the Fair!
- This sponsor will have the opportunity to **create turn-key promotions** for brand awareness, drive-to-retail incentives and advertisements with table tents and other displays.





INFORMATION BOOTH SPONSOR

- Receive **prominent signage** on the Information Booth throughout the duration of the Indiana State Fair.
- Opportunity to provide **promotional materials that will be distributed by the Info Booth Staff** all 17 days of the Fair.
- The Information Booth is set in a prime location near Main Street for all Fair-goers to see and obtain information.



HANDICAP SHUTTLE TITLE SPONSOR

- Create a **turn-key promotion with large signage** opportunities.
- **Expand your advertising campaign by making it mobile** around the Fairgrounds!





PROMOTIONAL BOOTH SPONSORS

- **Create interactive consumer promotions** by staffing a promotional booth all 17 days of the Fair or any less consecutive days.
- Booth spaces vary from 10'x 10' to 20' x 20' (and sometimes even larger)
- Hours of operation are 10 am – 10 pm daily
- Receive placement in **high-traffic areas to create interactive consumer promotions.**



MOBILE MARKETING UNITS

- Utilize large space for mobile marketing units
- Actively engage consumers with product/service.
- Several creative opportunities are available on-site at the Indiana State Fair.
- All mobile units at the 2008 Fair showed great reach in attendance numbers.





INDIANA MUSIC FEST PRESENTING SPONSOR

- The Indiana Music Fest will feature Jon McLaughlin, The Elms and The Why Store, uniting some great **Indiana talent for a very unique and enjoyable show.**
- The **FREE** Indiana Music Fest will take place Thursday, August 13th.



Line-Up:

6:00 pm Gates Open

7:00 pm – 7:45 pm The Why Store

8:10 pm – 9:00 pm The Elms

9:30 pm – 10:30 pm Jon McLaughlin



- Sponsor will be included in **extensive media** promoting the Indiana Music Fest Sponsor will be listed as the presenting sponsor in all media mentions.
- Creative **register-to-win** front row seat / VIP seat promotions are available.

SANDI PATTY AND THE INDIANAPOLIS SYMPHONY ORCHESTRA PRESENTING SPONSOR

- This exciting partnership is sure to captivate the audience with unforgettable renditions of Broadway Tunes.
- Tuesday, August 11th at 7:30 pm in the Hoosier Lottery Grandstand.
- Ticket Prices: \$35, \$25, \$20 (includes Fair admission).
- Sponsor will be included in **extensive media** promoting the Concert and will be listed as the presenting sponsor in all media mentions.
- Creative **register-to-win** front row seat / VIP seat promotions are available.





See you at the 2009 Indiana State Fair!



***INTERESTED?
CONTACT:***

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